



THE CITY OF SAN DIEGO

August 15, 2003

Dear Special Event Colleague:

This year the City of San Diego faced a \$30 million budget gap in the development of the Fiscal Year 2004 (FY04) budget. While San Diego's economy continues to outperform the State and national economies, San Diego's economic recovery remains slower than anticipated and the City Council faced a series of very difficult decisions in the adoption of the final FY04 budget. Therefore, the budget adopted by the City Council on June 23, 2003 reflects an effort to balance the budget with a combination of operational expenditure reductions, revenue enhancements and reallocation of resources between programs.

As part of the effort to balance the budget, the City Manager's Office reviewed the fee and cost recovery structures associated with a broad range of activities that receive permit approval, operational support, and the use of public land and facilities from the City of San Diego. This effort resulted in the identification of a number of services provided by the City of San Diego for which permit fees, hourly rates and other cost recovery methods have not been reviewed or changed in a number of years. The City Manager also identified a number of services provided by the City of San Diego that currently have no fees associated with them and for which the primary recipients of the service do not provide any direct level of reimbursement to the City of San Diego through permit fees or other cost recovery mechanisms. In total, 20 key services were reviewed ranging from fees associated with Library and Park and Recreation services to parking rates and special event support services. A complete copy of City Manager's Report (Number 03-116) detailing the recommendations can be found on the City's website at www.sandiego.gov/citymanager.

A number of fees and cost recovery items associated with the special events industry were approved by the City Council. ***With respect to special events that receive citywide review and permit approval through a process that is coordinated between the Office of Special Events and the San Diego Police Department, four key actions were taken by the City Council. Three of the actions will become effective October 1, 2003 and one took effect on July 1, 2003.*** The actions are described in detail in the attachment to this letter.

August 15, 2003
Page Two

The members of the Citywide Special Events Management Team are aware that the changes approved by the City Council may have significant impacts to the planning and management of your event and are committed to assisting you in the development of strategies that may help reduce your cost of City services. In order to help facilitate the change effort, we have set aside a number of dates in order to meet with you in a roundtable format to address concerns specific to your event. An additional attachment to this letter provides information regarding these meeting opportunities.

On behalf of the City of San Diego Special Event Management Team, we thank you for contributing the quality of our community through the presentation of your event and look forward to our continued partnership in the management of special events.

Sincerely,

Carolyn Wormser
Director of Special Events

Attachments: 1. Special Event Fee and Policy Changes
2. Special Event Meetings
3. Special Event Meeting Request

